

IN THE CLAIMS:

1. (Currently Amended) A method of evaluating ~~contacts~~ sales leads stored in a data source, the method comprising:

allowing a user to define a data format, the data format including at least a first name, a last name, an email address and a selection of the data source, the data source being at least one of a database and a spreadsheet file;

allowing a user to define a plurality of rules that operate on data formatted according to the data format, wherein the rules are ~~intended~~ configured to assess a quality of data;

mapping data identifying a plurality of ~~contacts~~ sales leads from the selected data source to the data format; ~~and~~

executing the plurality of rules on the mapped data to produce a set of analyzed data that allows evaluation of potential ~~contacts~~ sales leads according to an assessed quality of the ~~data~~ data, and

depending upon an outcome of the execution of the plurality of rules, sorting the analyzed data into at least a first bucket in which the mapped data passed each of the executed plurality of rules and a second bucket in which the mapped data failed to pass each of the executed plurality of rules.

2. (Canceled) The method of claim 1 wherein the data source is either a database or a spreadsheet file.

3. (Original) The method of claim 1 wherein the data source is a heterogeneous data source.

4. (Canceled) The method of claim 1 wherein the data source comprises a plurality of sales leads.

5. **(Original)** The method of claim 1 wherein the plurality of rules that can be defined by a user include spatial rules, age/lineage rules, pattern-based rules, electronic validation rules and numeric operator-based rules.

6. **(Original)** The method of claim 1 wherein the step of executing the plurality of rules comprises scoring the mapped data.

7. **(Currently Amended)** The method of claim 6 further comprising, after executing the plurality of rules, ~~allowing a user to rank~~ ranking data from the set of analyzed data according to its score.

8. **(Canceled)** The method of claim 1 further comprising, after executing the plurality of rules, allowing a user to sort the analyzed data into buckets according to whether or not the data passed specific rules identified by the user.

9. **(Currently Amended)** A method of evaluating sales leads stored in a data source, the method comprising:

allowing a user to define a data format, the data format including at least a first name, a last name, an email address and a selection of the data source;

allowing a user to define a plurality of rules that operate on data formatted according to the data format, wherein the rules are ~~intended~~ configured to assess a quality of data and include spatial rules, pattern-based rules and electronic validation rules;

mapping data identifying a plurality of sales leads from the selected data source to the data format, wherein the selected data source is either a database or spreadsheet file; and

executing the plurality of rules on the mapped data to score the mapped data and produce a set of analyzed data usable to assess the quality of sales leads in the data source, and

depending upon an outcome of the execution of the plurality of rules, sorting the analyzed data into at least a first bucket in which the mapped data passed each of the executed plurality of rules and a second bucket in which the mapped data failed to pass each of the executed plurality of rules.

10. (Original) The method of claim 9 further comprising, after executing the plurality of rules, allowing a user to rank data from the set of analyzed data according to its score.

11. (Canceled) The method of claim 9 further comprising, after executing the plurality of rules, allowing a user to sort the analyzed data into buckets according to whether or not the data passed specific rules identified by the user.

12. (Currently Amended) The method of claim 9 wherein the plurality of rules ~~that can be defined by a user further comprise~~ include age/lineage rules and numeric operator-based rules.

13. (Currently Amended) A computer-implemented system for evaluating contacts stored in data source, the system comprising:

a network;

a computer coupled to the network;

a data source accessible to the computer over the network, the data source being one of a database and a spreadsheet file;

a user interface component executed by the computer and configured to allow one or more users to define a data format, the data format including at least a first name, a last name, an email address and a selection of the data source; define a plurality of rules that operate on, and are ~~intended~~ configured to assess a quality of, data formatted according to the

data format; and map data identifying a plurality of contacts from the data source to the data format; and

a rules engine component configured to execute the plurality of rules on the mapped data to produce a set of analyzed data that allows evaluation of potential contacts according to an assessed quality of the data, the rules engine being further configured to sort the analyzed data into at least a first bucket in which the mapped data passed each of the executed plurality of rules and a second bucket in which the mapped data failed to pass each of the executed plurality of rules ~~provide at least a portion of the analyzed data set to the one or more~~ users.

14. **(Original)** The system of claim 13 wherein the user interface component allows users to associate a score with each defined rule and wherein the rules engine component scores the mapped data during execution of the plurality of rules.

15. **(Original)** The system of claim 14 wherein the user interface is further configured to allow a user to rank data from the set of analyzed data according to its score after the rules engine executes the plurality of rules.

16. **(Canceled)** The system of claim 14 wherein the user interface is further configured to, after the rules engine executes the plurality of rules, allow a user to sort data from the set of analyzed data into buckets according to whether or not the data passed specific rules identified by the user.